

# 2016 BSRecM Profile



## Hire the BYU Advantage Hands-On Experience

“The BYU graduates we have hired have been of the highest quality. They bring a wealth of knowledge, real-world understanding, and hands-on experience that has benefited the hotel.”

JOHN GARFIELD

General Manager, Provo Marriott Hotel & Conference Center

## THE BYU ADVANTAGE

Are you looking for recreation management students who stand out for their maturity, business background, character, collaboration, and hands-on experience? If so, we're here to help you hire the BYU advantage. Recruiters from some of the biggest names in recreation, leisure, and the health sector keep coming back to BYU for these core strengths that set our students apart.

**1) Business Background:** Recreation management students complete the same core business classes as their peers in the Marriott School of Management's nationally ranked accounting, business management, finance, and information systems programs. These classes include economics, marketing, accounting, and supply chain. In addition, students take coursework in experience design and management, evaluation, risk management, and project management.

**2) Character:** The shared values of BYU and its sponsoring institution help instill strong character in our students. Recreation management majors benefit from a rich tradition of ethics training that prepares them for careers of honesty and integrity.

**3) Collaboration:** The recreation management program stresses collaboration and teamwork over competition. Students work with each other in teams, as well as within the community, to solve problems and make an impact.

**4) Hands-On Experience:** Practical experience is a core element of a BYU education. Students participate in classes focused on event and venue management, residential treatment facilities, or youth and community development, allowing them to gain hands-on experience in a practical setting. Prior to graduation, students in both the experience industry management and therapeutic recreation tracks complete professional internships totaling more than 400 hours of work. Internships vary by industry, from positions in event management and hospitality to nonprofit organizations and city recreation.

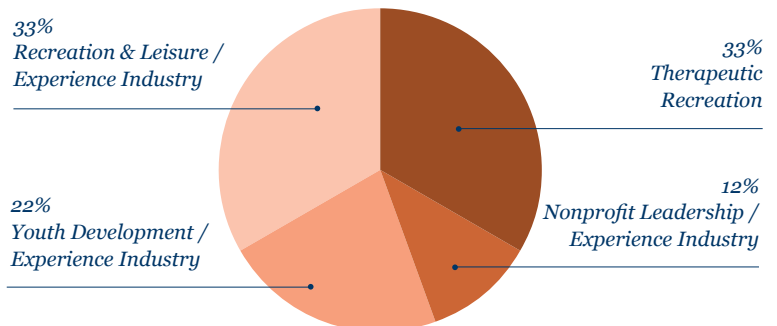
### CLASS PROFILE

ENTERING STUDENTS	2014-15
NUMBER ENROLLED	205
AVERAGE GPA	3.26
MEN	32%
WOMEN	68%
INTERNATIONAL	5%

### ENTERING STUDENT EMPHASES

Experience Industry Management	77%
Therapeutic Recreation	23%

### BSRECM FACULTY SPECIALTIES



## BSRecM Recruiters

### Experience Management:

- Arbor Manor
- Bigsley Event House
- Boy Scouts of America
- Enterprise Rent-A-Car
- Fredette Family Foundation
- Humanitarian Experience for Youth
- Marriott Hotels
- Public parks and recreation departments
- Real Salt Lake
- Sundance Resort
- Thanksgiving Point
- The Living Planet Aquarium
- US Youth Soccer Association
- Utah Junior Golf Association
- Utah Valley Chamber of Commerce
- Utah Valley Convention and Visitors Bureau

### Therapeutic Recreation:

- Local community hospitals
- National Institute of Health
- Primary Children's Hospital
- Residential treatment facilities

## BSRecM Contacts

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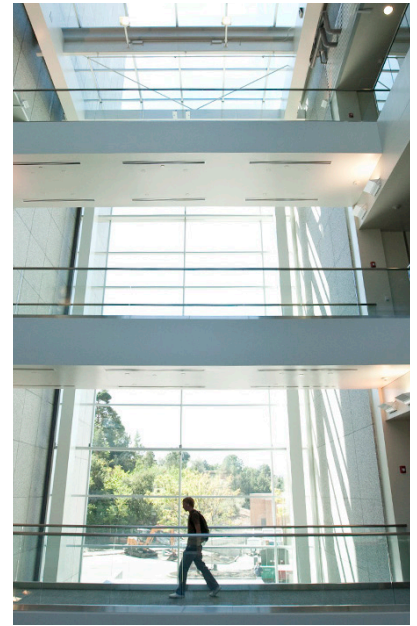
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## BSRecM ACHIEVEMENTS

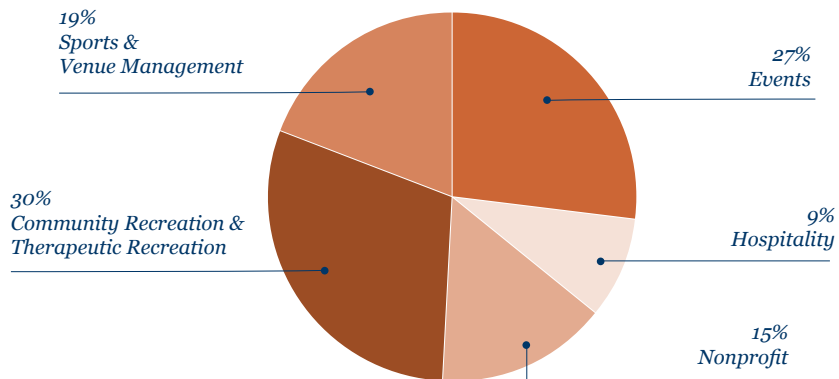
Since 2012 BYU's recreation management program has transformed to align with the Marriott School's mission of creating leaders in a competitive business environment. Students who graduate from the program have a valuable hybrid of business and recreation expertise.

To learn more about experience industry management, students participate in the Experience Design Lab where they work on real-world projects and advise organizations by developing business plans for resorts, local governments, and recreation districts. Students also excel in formal settings such as the National Recreation and Parks Association Quiz Bowl, where BYU won first place in 2015.

BYU Recreation Management students are taught by expert faculty who have received doctoral degrees from some of the leading institutions in the fields of recreation and experience management. Faculty members are actively engaged in research and are regularly published in peer-reviewed journals. Recent works have appeared in the *Journal of Leisure Research*, *Therapeutic Recreation Journal*, and *Journal of Adolescent Research*.



### INTERNSHIP PLACEMENT BY INDUSTRY



### HOMETOWNS OF ENROLLED STUDENTS

